

AUBURN FARMERS MARKET

EVENT PROFILE

The Auburn Farmers Market is a seasonal market offering fresh, local produce, flowers, prepared foods and handcrafted items directly to the south King and north Pierce county community. Launched in 2009, the Market hosts a wide range of family and nutritional programs, including live entertainment, chef demonstrations, master gardener consultations and youth activities.

TARGET AUDIENCE	Families, adults, seniors, youth and teens
ANTICIPATED ATTENDANCE	30,000+ shoppers throughout the season
DATE AND TIME	Sundays, June 2-September 15, 2024, 10am-3pm
LOCATION	Les Gove Park, 1140 Auburn Way S
TRANSPORTATION	Free parking for shoppers

AUBURN INT'L FARMERS MARKET PROMOTIONAL PLAN

- Posters: 100 delivered to Auburn city facilities, local businesses, schools, and other prominent locations
- Puget Sound Fresh Guide: 100,000 distributed regionally
- Postcards: 20,000 distributed via direct mail in June
- Series of paid event advertisements in various local/regional papers
- Auburn Recreation Guide: 38,000 Spring, Summer & Fall edition
- Signage at key intersections throughout Auburn each Sunday during the market season
- Event Banners at Auburn Way, Main Street and park fences
- Auburn@PLAY electronic newsletter to 14,000 individuals (May-Sept.)
- Press Releases
- City Website information
- Paid promoted weekly Facebook posts



CULTIVATOR

PRESENTING SPONSOR - \$5,000

- Name added to event title as presenting sponsor
- Logo listed on all Market-produced marketing materials including event flyers, event posters, newspaper ads, utility bill inserts, and other promotional items related to 2024 Auburn Farmers Market
- Opportunity to make welcoming comments at opening ceremony on June 2, 2024
- Name recognized from entertainment stage during each market day
- Promotional booth space (10' x 10') each week during the season
- Press releases announcing and promoting title sponsorship
- Name added to market press releases
- Name/Logo on Auburn Farmers Market website, with the option of linking to own for duration of market season
- Opportunity to provide up to two (2) banners to be posted at the Market each week throughout the season
- Name and Logo recognition on any pre-promotional event-related videos
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 20,000 program participants, May-September 2024
- 7" plaque recognizing sponsorship

SUSTAINER

SPONSOR - \$2,500

- Logo listed on all Market-produced marketing materials including event flyers, event posters, newspaper ads, utility bill inserts, and other promotional items related to 2024 Auburn Farmers Market
- Name recognized from stage during welcoming comments at opening ceremony on June 2, 2024
- Name recognized from entertainment stage during each market day
- Promotional booth space (10' x 10') at four market days during the season
- Opportunity to provide one (1) banner to be posted at the market weekly during the season
- Name added to market press releases
- Name/Logo on Auburn Farmers Market website, with the option of linking to own for duration of market season
- Name recognition on any pre-promotional event-related videos
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 20,000 program participants, May-September 2024
- 5" plaque recognizing sponsorship

SUPPORTER

SPONSOR - \$1,000

- Name recognized from stage during welcoming comments at opening ceremony on June 2, 2024
- Name recognized from entertainment stage during each market day
- Promotional booth space (10' x 10') at two market days during the season
- Name Recognition on the City of Auburn's Government Access Channel 21
- Name/Logo listed on Auburn Farmers Market website

HARVERSTOR

SPONSOR - \$500

- Name listed on Auburn Farmers Market website
- Name recognized from stage during welcoming comments at opening ceremony on June 2, 2024
- Name recognized from entertainment stage during each market day
- Promotional booth space (10'x 10') at one market day during the season

SPECIAL EVENT

SPONSOR - \$250

- Name recognized in promoted Facebook post related to special event
- Name recognized from entertainment stage during special event day
- Promotional booth space (10'x 10') at one special event market day during the season
- Must provide prizes or giveaways valuing \$250 in place of payment on special event day. Prizes or giveaways must coincide with special event



CITY OF AUBURN PARKS, ARTS & RECREATION AUBURN FARMERS MARKET | 2024

Contact Person		
Company Name		
Address		
City	State, ZIP	Phone
Email		
List on-site activity and any distribution materials		

PLEASE NOTE:

- Sponsors are responsible for providing all necessary set-up materials (tent, tables, chairs, displays, etc) and removing all materials after each market day.
- Giveaways and/or hands-on activities are recommended to draw participants to your booth.

Please check the following opportunities that interest you:

SPONSORSHIP LEVEL

- Cultivator\$5,000
- Sustainer.....\$2,500
- Supporter.....\$1,000
- Harvester\$500
- Special Event\$250



ON-SITE MARKET DAY(S) BASED ON SPONSORSHIP PACKAGE SELECTED

- | | | | |
|----------------------------------|----------------------------------|------------------------------------|---------------------------------------|
| <input type="checkbox"/> June 2 | <input type="checkbox"/> July 7 | <input type="checkbox"/> August 4 | <input type="checkbox"/> September 1 |
| <input type="checkbox"/> June 9 | <input type="checkbox"/> July 14 | <input type="checkbox"/> August 11 | <input type="checkbox"/> September 8 |
| <input type="checkbox"/> June 16 | <input type="checkbox"/> July 21 | <input type="checkbox"/> August 18 | <input type="checkbox"/> September 15 |
| <input type="checkbox"/> June 23 | <input type="checkbox"/> July 28 | <input type="checkbox"/> August 25 | |
| <input type="checkbox"/> June 30 | | | |

TOTAL \$

The Auburn Farmers Market agrees to provide services as outlined in the sponsorship proposal. The undersigned waives and releases all rights and claims that might be held against the City of Auburn, its duly elected officials and its employees to save and hold harmless the City from losses, damages or injuries.

Authorized Signature for Sponsor: _____ Date: _____

Authorized Signature for Auburn Farmers Market: _____ Date: _____

PAYMENT INFORMATION		
Method of Payment (check one)	CARD TYPE (check one):	
<input type="checkbox"/> Check enclosed (Make payable to Auburn Parks, Arts & Recreation)	<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard
<input type="checkbox"/> Credit Card (fill in information below)	<input type="checkbox"/> AMEX	<input type="checkbox"/> Discover
CARDHOLDER NAME (please print)		
CARD NUMBER	EXP. DATE	CSC#
CARDHOLDER SIGNATURE	DATE	

Make check out to and mail to: Auburn Farmers Market, 910 9th St SE, Auburn, WA 98002 or Fax to: 253-931-4005.

Questions: Contact Market Manager, farmersmarket@auburnwa.gov or 253-266-2726

Auburn Farmers Market



Cultivator
\$5,000

Sustainer
\$2,500

Supporter
\$1,000

Harvester
\$500

Special Event
\$250

Make your sponsor commitment before January 12, 2024 and save 10%

OUTSIDE SINCE
Columbia
1938
TESTED TOUGH



With commitment by March 1, 2024, the above packages are guaranteed. Customized sponsorship packages can be created to meet your needs, budget and goals.